

PRELIMINARY VISUAL DESIGN
TERM 2 ASSESSMENT TASK

Critical and Historical Investigations {10%} due: **Week 3 - 12 May 2008**
Designing and Making {30%} due: **Week 10 - 4 July 2008**

Strand: Product Design

Module PD1: Packaging

Form: 2D, 3D, 4D

Unit of Work: IN THE BOX

Outcomes: DM1, DM2, DM3, DM4, DM5, DM6, CH1, CH2

Critical and Historical Investigations:

Total marks: 20

1. **Collect** two different examples of boxes or packaging designed for specific products. **Determine** the special qualities of these products and **identify** the ways in which their packaging has been designed to promote, contain and protect these products. Then...
2. The aim of most package design is to attract attention, persuade the viewer or motivate people to buy. **Assess** {to make judgment or value of the product} the sales potential of the packages you have collected by **determining** visual qualities such as:
 - Colour and pattern
 - Layout of images and text
 - Size and style of typeface
 - Unusual concept in package shape
 - Evocative materials
3. The packaging of products raises a number of ethical issues related to the environment and advertising which may be misleading. **Analyse** these packages in terms of whether:
 - The information provided on the package for the consumers is sufficient and accurate.
 - The materials used in the package are biodegradable or can be recycled or any issue you think a consumer must know.
 - Any other issues you have identified.